PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Distribution DATE: March 29, 1984

FROM: K. Eisen

SUBJECT: NORMATIVE PACK RATING SCORES

Attached is a comparison of the Overall Rating scores for the two Players Lights 25's packs versus the Players Black pack with the Raffles name and two Northwind packs. These are the only pack tests that were done using the same technique and, therefore, can be used for comparative purposes. Please note that in the case of the Players black pack with the Raffles name and the Northwind packs, the sample composition consisted of menthol smokers who, in general, rate things higher than non-menthol smokers.

Karen Eisen

KE:hg
Attachment

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2045601403

Source: https://www.industrydocuments.ucsf.edu/docs/rzxj0004